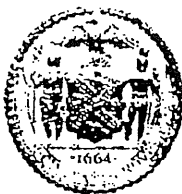


# EXHIBIT 28



S 3472

CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK 7, N.Y.

April 15, 1959 lg

Re: S. (Helman) I. 3472... Pr. 4017 -  
AN ACT to allow the New York City Transit  
Authority to permit advertising on  
property under its control and  
jurisdiction

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Honorable Nelson A. Rockefeller  
Governor of the State of New York  
Albany, N.Y.

Dear Governor:

I have received your request for my recommendation  
concerning the above bill.

The object of this bill is to authorize the New York  
City Transit Authority to erect signs or other printed, painted or  
advertising matter on any property, including elevated structures,  
leased or operated by it or otherwise under its jurisdiction and  
control (Public Authorities Law §1204, new subdiv. 13-a).

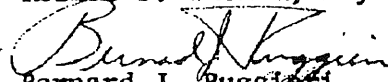
This bill was sponsored on the recommendation of the  
New York City Transit Authority. The Authority advises me that the  
revenue to be realized by it for advertising as authorized by the  
proposed law would be approximately \$1,000,000 a year.

Any additional revenues received by the Authority would  
be helpful in preserving the present fare structure of the New York  
City transit facilities. This I am most anxious to do.

Accordingly, I recommend that you approve the bill.

Very truly yours,

ROBERT F. WAGNER, Mayor

By   
Bernard J. Ruggieri  
Assistant to the Mayor